

**ADVANCED LEVELS OF PDP – ALL REQUIREMENTS MUST BE COMPLETED IN PAST 12 MONTHS AND LEVELS MUST BE WORKED ON CONSECUTIVELY**

**BRONZE PIN**

- PROJECT MANAGEMENT:** Serve on a District Growth Committee (Membership, NCB, LD & Club Fitness)
- MARKETING:** Promote strategy chosen by Committee above
- CONTINUOUS IMPROVEMENT:** Assess your year on District Growth committee and report recommendations for continuous improvement in District growth
- ORGANIZATIONAL KNOWLEDGE & CULTURE:** Recruit three new members in a single Optimist Year
- COMMUNICATION SKILLS:** Present this Growth committee strategy to District Executive Committee or Board of Directors
- CERTIFICATION:** All activities in this level must be registered/certified by the District Secretary, or District Governor as appropriate in the Member's Record

**SILVER PIN**

- PROJECT MANAGEMENT:** Create and lead a team to build a New Club
- MARKETING:** Create a marketing strategy to recruit a group of members for the New Club
- CONTINUOUS IMPROVEMENT:** Work with District Club Fitness advisor to develop a plan to administer the New Club Follow-up program within 90 days of Club being built
- ORGANIZATIONAL KNOWLEDGE & CULTURE:** Become a Builder of Excellence
- COMMUNICATION SKILLS:** Informing and Instructing the community about the structure and importance of a New Club using diverse communication tools. Must use two different methods of communication. (Social media, Informational meetings, etc.)
- CERTIFICATION:** All activities in this level must be registered/certified by the Governor, District Secretary, or Lt. Governor as appropriate in the Member's Record

**GOLD PIN**

- PROJECT MANAGEMENT:** Serve as the District PGI/PDP Chair, District Club Fitness Advisor Chair, or on Leadership Development Committee
- MARKETING:** Help create and submit an entry for the "Reel Optimism" video contest
- CONTINUOUS IMPROVEMENT:** Initiate the Follow-up plan for the New Club and send a progress report to the District Club Fitness Advisor
- ORGANIZATIONAL KNOWLEDGE & CULTURE:** Mentor another Member to achieve PGI level X
- COMMUNICATION SKILLS:** Develop and present a workshop on PDP at a District meeting
- CERTIFICATION:** All activities in this level must be registered/certified by the Club President, Club Secretary-Treasurer, Lt. Governor, District PGI/PDP Chair, District Secretary, District NCB Chair, District Club Fitness Advisor or District Governor as appropriate in the Member's Record

**SUGGESTED READING LIST**

- The Seven Habits of Highly Effective People* by Steven R. Covey
- Good To Great* by Jim Collins
- Who Moved My Cheese* by Spencer Johnson, M. D.
- Start with Why* by Simon Sinek
- Crucial Conversations* by Kerry Patterson et. Al.
- Tribes* by Seth Godin
- Learned Optimism* by Martin Seligman
- Authentic Happiness* by Martin Seligman
- Flourish* by Martin Seligman
- The Happiness Advantage* by Shawn Achor
- Broadcasting Happiness* by Michelle Gielan
- The How of Happiness* by Sonja Lyubomirsky



**For questions or further information please contact:**

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# Professional Development Program (PDP)



## LEVEL I – BRONZE

- PROJECT MANAGEMENT:** Participate in a community service activity
- MARKETING:** Learn how to write a communique/ Press Release
- CONTINUOUS IMPROVEMENT:** Give a short presentation on “How Optimism Can Make a Better World” or “Optimism as a Way of Life”
- ORGANIZATIONAL KNOWLEDGE & CULTURE:** Learn the 5 purposes of an Optimist Club
- COMMUNICATION SKILLS:** Introduce a new Member or a guest at a Club meeting/activity
- CERTIFICATION:** All activities in this level must be registered/ certified by the Club President, Club Secretary-Treasurer or Club PGI/PDP chair in the Member’s Record

## LEVEL II – GREEN

- PROJECT MANAGEMENT:** Serve as a project committee member
- MARKETING:** Prepare a Communique/Press Release for a specific event
- CONTINUOUS IMPROVEMENT:** Make a short presentation at a Club meeting about why a prospective member should join your club
- ORGANIZATIONAL KNOWLEDGE & CULTURE:** Know Optimist International, District, Zone and Club structures
- COMMUNICATION SKILLS:** Write a brief description of a favorite Club project and submit it for either the Club newsletter or the Club Website/Facebook Page
- CERTIFICATION:** All activities in this level must be registered/ certified by the Club President, Club Secretary-Treasurer or the Club PGI/PDP Chair in the Member’s Record

## LEVEL III – BURGUNDY

- PROJECT MANAGEMENT:** Serve as a Chair for a community service or fundraising project and write a report about the project to give to the next Chair
- MARKETING:** Learn to use Promotional tools (Newsletter, Outlook Mail, Gmail, Constant Contact...) to market your event
- CONTINUOUS IMPROVEMENT:** Complete an Optimist Skills Module of your choice and schedule a presentation of the Skill at an Optimist Club or other meeting
- ORGANIZATIONAL KNOWLEDGE & CULTURE:** Make a presentation to your Club on the history of Optimist International. (Should use “Of Dream’s and Deeds” website/book as a resource)
- COMMUNICATION SKILLS:** Contact a Club Member that has been missing from Club meetings and events and offer to bring them to the next activity. Check with the Club President first
- CERTIFICATION:** All activities in this level must be registered/ certified by the Club President, Club Secretary-Treasurer or the Club PGI/PDP Chair in the Member’s Record

## LEVEL IV – BLUE

- PROJECT MANAGEMENT:** Serve as a Club Foundation Representative or a Club Chair of a Standing Committee
- MARKETING:** Market an event using the Promotional tools
- CONTINUOUS IMPROVEMENT:** Make a presentation on the “Continuous Improvement” Optimist Skill Module
- ORGANIZATIONAL KNOWLEDGE & CULTURE:** Know the Officers of OI, District and Club (OI President, OI Vice President, District Governor, Lt. Governor & Club President)

- COMMUNICATION SKILLS:** Attend a Zone meeting or visit another Club’s meeting and share what is happening with your Club
- CERTIFICATION:** All activities in this level must be registered/ certified by the Club President, Club Secretary-Treasurer or the Club PGI/PDP Chair in the Member’s Record

## LEVEL V – BLACK

- PROJECT MANAGEMENT:** Create a Project Plan including a budget for a new community project and present it to the Club Board of Directors
- MARKETING:** Learn to use a form of Social Media (Facebook, Twitter, Instagram, LinkedIn...)
- CONTINUOUS IMPROVEMENT:** Complete a Second Optimist Skills Module
- ORGANIZATIONAL KNOWLEDGE & CULTURE:** Recite (by memory) the Optimist Creed
- COMMUNICATION SKILLS:** Make a presentation at another Club’s meeting, a Zone meeting or other community organization regarding a Club Service project that your club does
- CERTIFICATION:** All activities in this level must be registered/ certified by the Club President, Club Secretary-Treasurer or Club PGI/PDP Chair in the Member’s Record

## LEVEL VI – PURPLE

- PROJECT MANAGEMENT:** Create a Project Plan including a budget for a new fundraising project and present it to the Club Board of Directors
- MARKETING:** Market an event using Social Media
- CONTINUOUS IMPROVEMENT:** Educate a new member(s) on the purposes and benefits of an Optimist Club and Optimist International to children, community and ourselves
- ORGANIZATIONAL KNOWLEDGE & CULTURE:** Make a presentation on a program promoted by your Club, District or Optimist International
- COMMUNICATION SKILLS:** Attend as a Club Representative at a District meeting
- CERTIFICATION:** All activities in this level must be registered/ certified by the Club President, Club Secretary-Treasurer, Club PGI/PDP Chair, District Governor or District Secretary as appropriate in the Member’s Record

## LEVEL VII – GOLD

- PROJECT MANAGEMENT:** Participate in the organization of a membership recruitment activity
- MARKETING:** Learn how to create a short video
- CONTINUOUS IMPROVEMENT:** Serve on the Club Board of Directors, Club officer or Club officer-elect
- ORGANIZATIONAL KNOWLEDGE & CULTURE:** Make a presentation at a Club or Zone meeting about the District meeting/Convention you attended
- COMMUNICATION SKILLS:** Submit a minimum of 250 written words about an upcoming Club event to either the District website or District Bulletin
- CERTIFICATION:** All activities in this level must be registered/ certified by the Club President, Club Secretary-Treasurer, Club PGI/PDP, Lt. Governor, District Secretary or District Webmaster as appropriate in the Member’s Record

## LEVEL VIII – ORANGE

- PROJECT MANAGEMENT:** Serve as Chair of a membership recruitment activity
- MARKETING:** Be part of the team that creates a short video of an event and publish it on social media
- CONTINUOUS IMPROVEMENT:** Complete a Third Optimist Skills Module
- ORGANIZATIONAL KNOWLEDGE & CULTURE:** Make a presentation at a Membership Recruitment Activity, Zone, or District Meeting about Optimist International
- COMMUNICATION SKILLS:** Develop a presentation about a Club Project and present it at a meeting
- CERTIFICATION:** All activities in this level must be registered/ certified by the Club President, Club Secretary-Treasurer, Club PGI/PDP, Lt. Governor, District Secretary or District Meetings/ Convention Chair or District LD chair as appropriate in the Member’s Record

## LEVEL IX – YELLOW

- PROJECT MANAGEMENT:** Serve as a District committee member
- MARKETING:** Learn how to develop a Marketing Strategy and Plan
- CONTINUOUS IMPROVEMENT:** Complete a Fourth Optimist Skills Module
- ORGANIZATIONAL KNOWLEDGE & CULTURE:** Make a Club or Zone presentation on behalf of a District Committee
- COMMUNICATION SKILLS:** Provide training regarding District Leadership, District project or an Optimist Skills Module to a group outside of your Club
- CERTIFICATION:** All activities in this level must be registered/ certified by the Club President, Club Secretary-Treasurer, Club PGI/PDP Chair, Lt. Governor, District PGI Chair, District Secretary, District LD Chair or District Governor as appropriate in the Member’s Record

## LEVEL X – RECOGNITION AT THE INTERNATIONAL CONVENTION THE YEAR OF OR THE YEAR IMMEDIATELY FOLLOWING WHEN LEVEL X WAS EARNED

- PROJECT MANAGEMENT:** Chair a District Committee
- MARKETING:** Create a Marketing Strategy and Plan for a Club or District Project or Program
- CONTINUOUS IMPROVEMENT:** Attend a Regional Leadership Development Conference or three training seminars/workshops at District Meetings, or three workshops at the International Convention
- ORGANIZATIONAL KNOWLEDGE & CULTURE:** Conduct the Skills Development Module, “Orientation to Optimism for New Members,” at a Club, Zone, or District meeting
- COMMUNICATION SKILLS:** Be part of the team that builds a new Club. Must attend 1 informational meeting and the organizational meeting
- CERTIFICATION:** All activities in this level must be registered/ certified by the Club President, Club Secretary-Treasurer, Lt. Governor, District PGI/PDP Chair, District Secretary, District NCB Chair, District Club Fitness Advisor or District Governor as appropriate in the Member’s Record